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January 24, 2024

Dear Sir/ Madam,

Sub: Press release

Please find enclosed the press release titled “**Infosys Brings AI-First Technologies to Centre Court for a More Immersive Australian Open 2024 Experience.**”

This information will also be hosted on the Company’s website, at www.infosys.com.

This is for your information and records.

Yours Sincerely,
For **Infosys Limited**

A.G.S. Manikantha
Company Secretary

INFOSYS LIMITED

CIN: L85110KA1981PLC013115

44, Infosys Avenue
Electronics City, Hosur Road
Bengaluru 560 100, India

T 91 80 2852 0261

F 91 80 2852 0362

investors@infosys.com

www.infosys.com

Infosys Brings AI-First Technologies to Centre Court for a More Immersive Australian Open 2024 Experience

- *Infosys and Tennis Australia launch digital platforms to empower fan, player, and media with all-new generative AI features*
- *Infosys also launched an all-new Gen AI experience 'Rafa Forever' inviting millions of fans missing Rafa at AO to celebrate the legend*

Melbourne, Australia – January 24, 2024: [Infosys](#) (NSE, BSE, NYSE: INFY), a global leader in next-generation digital services and consulting, is advancing its AI footprint at the 2024 Australian Open (AO) with generative AI technologies for fan engagement, player performance, and digital content creation. Infosys and AO are also leveraging a digital skilling platform to build future leaders in Australia.

Infosys is leveraging its AI-first set of services, solutions, with Infosys Topaz, to evolve the AO experience. Infosys Topaz is delivering the large language models and cognitive core to accelerate Tennis Australia's AI journey. The AO Grand Slam experience has been reimaged in many new ways such as:

AO 2024 Bracket Challenge vs AI: Fans test their predictive mettle against AI through AO's all-new Bracket Challenge on AO's website, a Tournament Challenge that went live on Jan 11, in which fans made predictions for the entire tournament & challenge themselves against AI, and a Daily Challenge to predict the day's match winners.

Infosys Match Centre gets more cognitive with Gen AI Story Cards: For fans experiencing the Infosys Match Centre, the *Key Stats* feature provides contextual insights in a card-like format as the match progresses. *AI Match Bytes*, using Gen AI, creates match story visual cards and narrates the story of a match to fans. *Win Predictor* tracks the probabilities of victory as the match progresses on court.

Graffiti-inspired AI art and VR under one roof: The Fan Zone pays tribute to the iconic graffiti of Melbourne with a series of graffiti portraits, created using generative AI technology powered by Infosys Topaz. Inside the Fan Zone, fans can get up close with Iga Swiatek and Rafael Nadal through Augmented Reality selfies and face off against Rafa in the ultimate VR tennis match up. They will also go home with bespoke giveaways inspired by the graffiti portraits of Rafael Nadal.

Amplifying human potential on court and beyond: AI is watching match action at AO 24 to feed players and coaches winning insights to unlock the keys to victory through a series of features. For the media team, the *AI Shot of the Day* enhances Tennis Australia's ability to quickly post the highlights from each day's

play, packaged as social media ready clips, enabling engagement without the time-consuming task of scouring through match footage manually.

Off the court, Infosys and Tennis Australia are also collaborating for AI-enabled digital skilling, by giving year 10 and 11 students from metropolitan Melbourne, regional Victoria and New South Wales access to curated learning powered by Infosys Springboard. The students will also get a glimpse of a generative AI future by visiting the Infosys Fan Zone.

Beyond the transformation for Australian Open, to celebrate the tennis legend and Infosys ambassador Rafael Nadal, who misses out on this year's tournament due to injury, Infosys has also launched an all-new Generative AI experience 'Rafa Forever' (Infosys.RafaForever.com), through which fans can imagine their personalized creative masterpiece to celebrate the tennis legend, with Generative AI technology.

Craig Tiley, CEO of Tennis Australia, and Australian Open Tournament Director, said, "For the past six years, Infosys has helped Tennis Australia to raise the bar and serve up new experiences for fans using digital technologies. We're excited to see the leaps being made with AI at AO 2024. AI is enabling new dimensions of interactivity for fans and insight for players, not to mention the speed and scale it brings to our content delivery."

Andrew Groth, Executive Vice President Asia Pacific, Infosys, said, "Our association with AO has enabled us to push the boundaries of innovation across key digital and physical touchpoints, to create experiences that inform and engage as much as they entertain. This year, we are leveraging Infosys Topaz to bring a host of AI-first experiences to serve players, fans, and the media, and shape the future of the game. We have also enjoyed our ambassador Iga Świątek, take to the courts to compete in the first grand slam of the year. We are also excited to see our purpose in play at the Australian Open, even as our technologies continue to empower and manifest the next opportunity for everyone."

Follow all the action from the tournament on AusOpen.com and discover more about the partnership at Infosys.com/AusOpen.

About Infosys

Infosys is a global leader in next-generation digital services and consulting. Over 300,000 of our people work to amplify human potential and create the next opportunity for people, businesses and communities. We enable clients in more than 56 countries to navigate their digital transformation. With over four decades of experience in managing the systems and workings of global enterprises, we expertly steer clients, as they navigate their digital transformation powered by cloud and AI. We enable them with an AI-first core, empower the business with agile digital at scale and drive continuous improvement with always-on learning through the transfer of digital skills, expertise, and ideas from our innovation ecosystem. We are deeply committed to being a well-governed, environmentally sustainable organization where diverse talent thrives in an inclusive workplace.



Visit www.infosys.com to see how Infosys (NSE, BSE, NYSE: INFY) can help your enterprise navigate your next.

Safe Harbor

Certain statements in this release concerning our future growth prospects, or our future financial or operating performance, are forward-looking statements intended to qualify for the 'safe harbor' under the Private Securities Litigation Reform Act of 1995, which involve a number of risks and uncertainties that could cause actual results or outcomes to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding the execution of our business strategy, our ability to attract and retain personnel, our transition to hybrid work model, economic uncertainties, technological innovations such as Generative AI, the complex and evolving regulatory landscape including immigration regulation changes, our ESG vision, our capital allocation policy and expectations concerning our market position, future operations, margins, profitability, liquidity, capital resources, our corporate actions including acquisitions, and cybersecurity matters. Important factors that may cause actual results or outcomes to differ from those implied by the forward-looking statements are discussed in more detail in our US Securities and Exchange Commission filings including our Annual Report on Form 20-F for the fiscal year ended March 31, 2023. These filings are available at www.sec.gov. Infosys may, from time to time, make additional written and oral forward-looking statements, including statements contained in the Company's filings with the Securities and Exchange Commission and our reports to shareholders. The Company does not undertake to update any forward-looking statements that may be made from time to time by or on behalf of the Company unless it is required by law.

For more information contact: PR_Global@Infosys.com